

CRYPTO ASSET
INVESTMENT GROUP



BLUEBICK
CAPITAL & STRATEGY

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NOVEMBER ASSET GUIDE

CRYPTO ANALYSIS

In our November issue we discuss a crypto that will disrupt the publishing industry. <https://bluebick.com>

Summary

We discuss our #1 crypto pick of the month.



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**A PLATFORM THAT WILL COMPLETELY
DISRUPT THE \$143 BILLION DOLLAR
PUBLISHING AND CONTENT INDUSTRY.**

According to Publishing Perspectives report, the global book market has been growing in recent years and is currently valued around \$143 Billion USD.

Authors publishing their own book themselves now have 45% of the global eBook market, and they are accelerating.

Publica is the Ethereum of the publishing industry

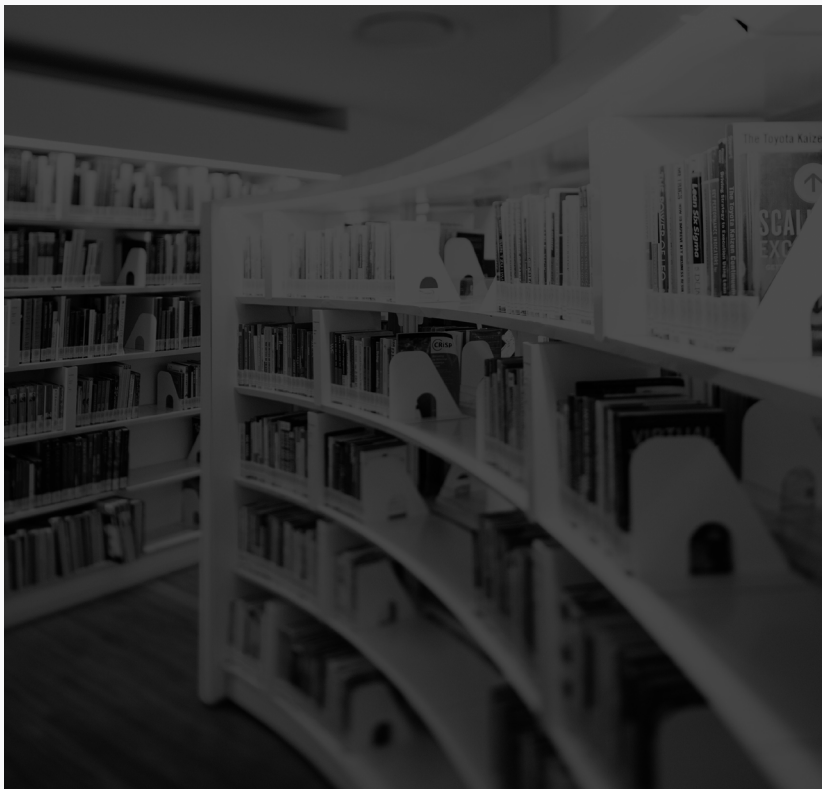
A HIDDEN GEM

Last month we recommended Power Ledger to be the dominate asset of the month for our subscribers - With over a 1000% return we're happy to say that we're keeping Power Ledger in our long position. This month we have a very special coin that we feel will completely change the **\$143 Billion Dollar publishing industry** and it's called Publica (<https://publica.io>)

Publica is a Decentralized platform developed using secure blockchain technology. Publica uses the blockchain technology to eliminate the service of "middlemen" and provide a secure, decentralised, autonomous, and flexible publishing platform to create a direct connection between Authors and Readers.

[Publica protocol offers authors direct control over what to publish](#), at what price, in an ever-more-decentralized world of global ecommerce. Authors on the Publica platform are free to advertise their book in which ever way they find reasonable at a minimal fee. With Publica, an open publishing marketplace keeps prices fair, and elimination of intermediates brings all value to readers and authors.

In order to accelerate the acquisition of basic knowledge about Publica, you can look at their technical documents (WHITEPAPER) explaining what Publica is, the vision their company has and why it is the first protocol for Decentralized Publishing.



**Publica is the
Ethereum of the \$143
billion dollar publishing
industry.**

Blockchain can make your publishing experience even more exciting it can help you if you intend selling your eBooks directly to readers, wallet-to-wallet, without any middle man. That's what Publica's PBL token does. Not only that with Publica's PBL tokens authors can have their own ICOs. .

WHY WILL PUBLICA INVESTORS MAKE 1000% RETURN ON INVESTMENT?

- BOOK PUBLISHING IS BECOMING MULTI-BILLION DOLLAR INDUSTRY

The Global book market is highly lucrative and is estimated at \$143 billion With USA accounting for just 29% of global book sales by revenue and leaving the world outside the USA totaling 71%. This is concentrated in a handful of key markets.

According to BookMap graph chart, among the world's 20 biggest book publishing markets, The United States, China, and German lead the way in the seven largest markets. When added to the United Kingdom, Japan, France, and India, the report shows that we are talking about 69% of the whole.

- PUBLICA HAS JUST 1 MILLION MARKET CAP

With just a 1 million dollar market cap, Publica will easily reach a 1000%-2000% return in 2-3 months, but with just a 1 million market cap, in 1 or 2 years, it very well may be a 100x to 200x coin. We plan on holding Publica in our long portfolio.

- PUBLICA IS GEARED TOWARDS THE BOOK PUBLICATION INDUSTRY

Publica is geared towards the Book publication industry. Publica is looking to help authors earn more for their publication eliminating the service of middle man like (amazon). They are offering authors direct control over what to publish, at what price, in an ever-more-decentralized world of global ecommerce.

- PUBLICA WILL BE AN EXTENSION TO SCANDIWEB.

Publica CEO Josef led the launch of DirectTV and Verizon FIOS TV. Publica CEO owns Scandiweb (largest ecommerce service provider, around 100+ developers) with clients that include **Walmart, Thomson Reuters, The New York Times, Peugeot, Sephora, AfterPay, Jysk & many more**

With the team in charge of Publica, Publica has a very good precondition for creating its vision in the long run.

Publica is looking to actually solve real world issues among authors and readers.

- PUBLICA IS A PROTOCOL

Publica is not a dapp. It is a complete publishing platform, making, publicizing, reading, writing books. Decentralized automation of publishing industry. Authors will even be able to do tiny ICOs to fund their upcoming books from existing fans / supporters.

WHY WILL PUBLICA INVESTORS MAKE 1000% RETURN ON INVESTMENT?

- PUBLICA IS RELEASING AN API

API solution under experiment to connect IPFS, Storj, Sia, MaidSafe and upcoming Filecoin, EOS and eventually Swarm for Ethereum. First time ever ERC20 protocol will be used as an access key to replace EULA and various types of book Licenses.

- PROTOTYPE: MVP

MVP to be released within 3-4 weeks after the ICO, strategic decision to jump up the price after the token releases, giving early investors and buyers a chance to gain some ROI on their investment.

- PUBLICA IS ESTABLISHING PARTNERSHIPS

The team has already stated that they're actively recruiting authors to use their platform and forming valuable partnerships - With a company like Scandiweb backing them, I wouldn't be surprised to see this as one of the top projects of 2018.

- MULTIPLE EXCHANGES IN THE WORKS

Publica is already talking to several exchanges that are ready to list the Publica token (\$PBL)

- NEW WEBSITE BEING DEVELOPED

The team is already hard at work and will also be releasing a new website along w/ their MVP release within 2-3 weeks.